

Building a Strategic Marketing Function to Drive Growth

Company Name: AES Corporation
Industry: Energy
Revenue: \$12B+
Employees: 9,600



Mission-critical priority

The CMO at AES Corporation aimed to establish a strategic marketing function that complemented their commercial teams and guided efforts to ensure alignment with both leadership and commercial objectives.



How Gartner helped

The client used:

- **Gartner research** for insights into the latest marketing trends and strategies
- **Gartner Executive Partner Engagement** to align leadership and commercial teams with marketing objectives, define the role and responsibilities of the marketing function, and develop job descriptions and strategies to attract top talent for critical marketing roles



Outcome

With support from Gartner for Marketing, the client:

- **Established a strategic marketing function** aligned with the company's growth objectives
- **Demonstrated marketing's value** through strategic planning, positioning the company as a provider of choice
- **Attracted top talent** and prepared for impactful, sustainable marketing execution to drive future growth

"Gartner's really helped us think about some of the ways that we can show impact to the organization as we start to operationalize marketing and prove out the value that we're creating from this new function."

- Mara Kingsley, CMO at AES Corporation